

Overview:

The project involved developing a comprehensive brokerage management system for forex trading with embedded tools and features to enable smooth running of brokerage companies. The intent was to develop a system that can equip brokerage firms to not only run their businesses effortlessly but also maximize their potential of gaining commercially. Interested companies are required to first register and create their accounts in the system. On successful completion, the companies have the authority to fully utilize the various features available in the system for the smooth running of their businesses.

Client details:

Name: Confidential | Type: Financial Services | Location: USA

Technologies:

ASP.NET, C#, Azure, MS SQL Server, MVC4, PetaPoco, EF5, Simple Injector.

Project Description:

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The primary functions that this system facilitates include:

Marketing, Acquisition & Retention of Clients: helps you run targeted campaigns to generate leads and map them to members of the sales team, keep a track of a host of things like revenue per lead, client referrals etc. program commission structures, incentivize partners and IBs, synchronize trading accounts centrally, integrate with Meta Trader 4, run retention campaigns based on insights drawn from reports and many more.

Client Portal: intuitive interfaces to ease the onboarding and functioning by clients, efficient KYC validations, maintain branded visual identity at all touch points, scalable infrastructure to manage a large client base and connect with multiple platforms



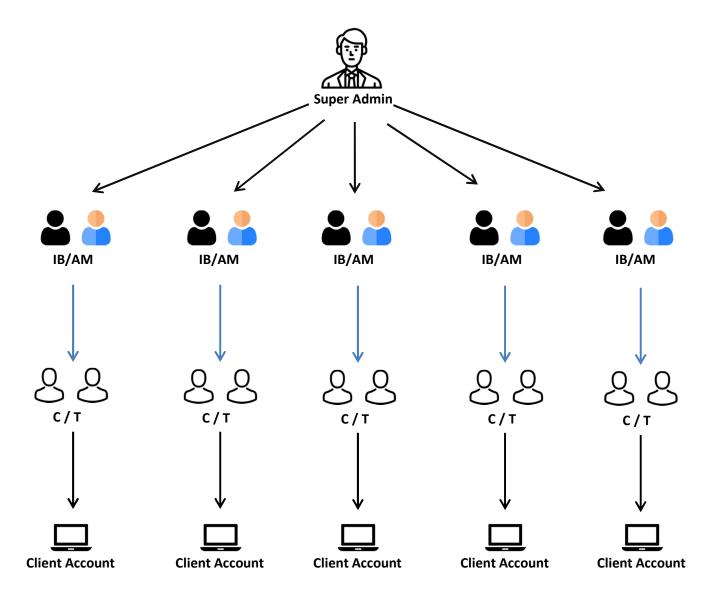
Automating Back Office Workflows: Streamlined KYC processing and account handling, regulatory compliances, automated reports from various sources to indicate earnings, commissions, transactions fees etc. dashboards with consolidation of all client-related transactions, permission control for useractions, high-level of efficiency

3rd-Party Integrations: with payment providers, Meta Trader 4/5

New Account Creation: An organization (Brokerage firm) is required to share certain required credentials in an xls which is then uploaded into the application using a script to create the corresponding account. Some of the information shared includes default currency, UI preferences, background color, Meta Trader login details etc. Each account has a Super-admin. Once an account is created, it is then the job of the Super admin to define roles within the system (Super-Admin, Sales, Treasury, Compliance and Support) and designate the access permissions for each of them. Therefore, access to sections and modules with the system is affected by the role that a particular individual/login ID is mapped to. Clients and Traders are mapped to Independent Brokers or Asset managers. These entities can be either Individual, Corporates, Joint and Trusts



Stakeholders-Mapping:



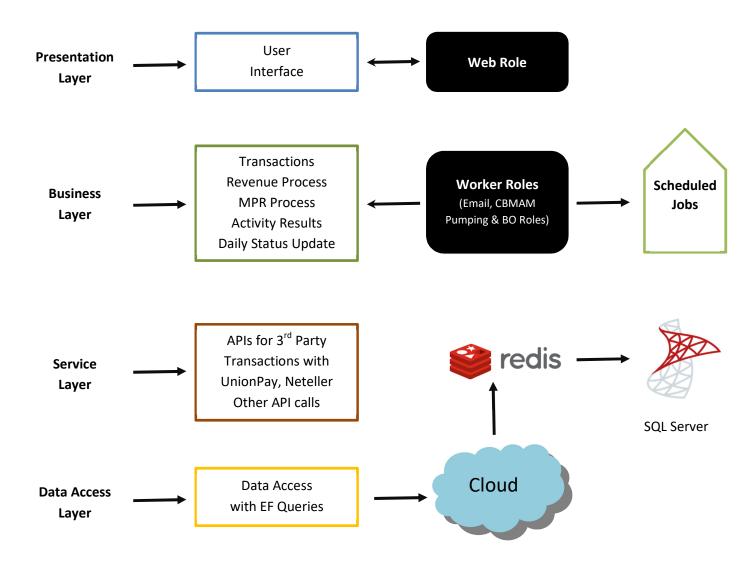
AS: Asset Manager

IB : Introducing Broker (partners)

C: Client/Trader **CA**: Client Account

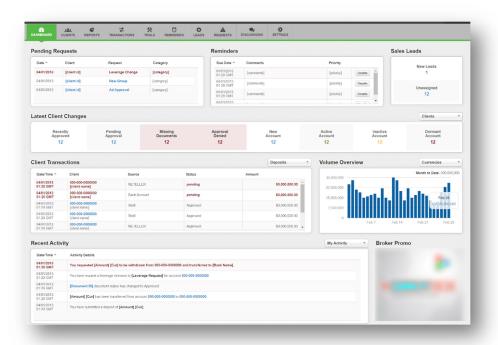


Architecture:

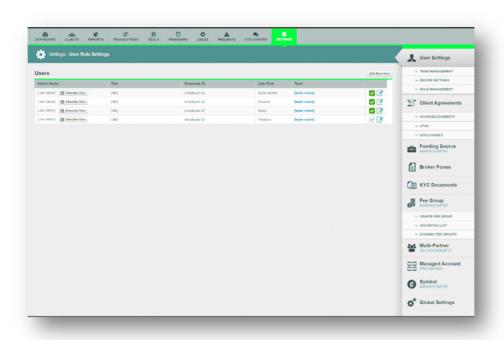




Screenshots

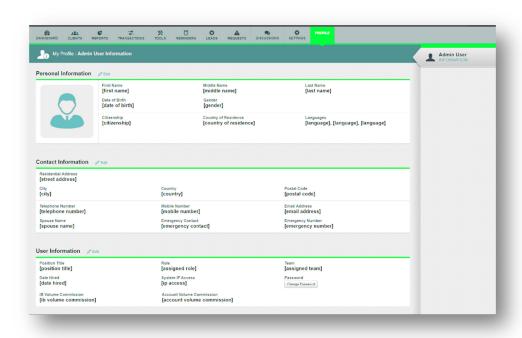


Screenshot 1: Super Admin

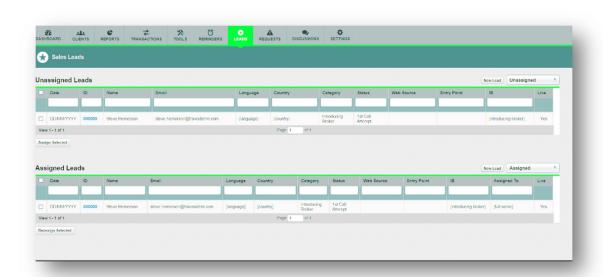








Screenshot 3: Profiles



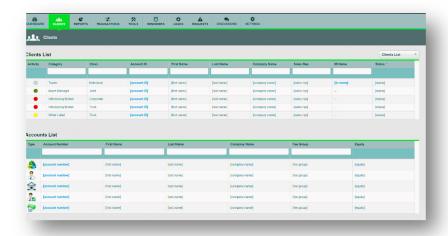
Screenshot 4: Leads



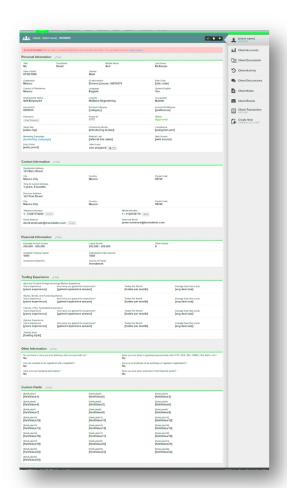
Incoming

Conversions
REQUESTS

Credit
MANAMGEMENT



Screenshot 3: Client List



Screenshot 4: Transactions

BB JAL C T NOTING TOOLS REMINDERS LEADS REQUESTS DISCUSSIONS SETTINGS

Screenshot 4: Client Details